

PRESS RELEASE




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ATTENTION: NEWS EDITORS

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U.S. EMBASSY LAUNCHES NINTENDO Wii TO PROMOTE EDUCATIONAL GAMING AT LINCOLN CORNERS



U.S. Embassy Information Officer Harvey Sernovitz with Deputy Chairman of the Melaka State Library Board, Datuk Haji Mustazah Osman presenting the Nintendo Wii to En. Japri Bujang Masli, from the Sarawak State Library.

U.S. Embassy Information Officer Mr. Harvey Sernovitz launched today the *Nintendo Wii* for English language learning, at the annual Lincoln Corner Workshop at the Melaka State Library to promote educational gaming and English language learning at Malaysian public libraries.

This year, Lincoln Resource Center of the U.S. Embassy in Kuala Lumpur is introducing the *Nintendo Wii* and *Trace Effects* to promote educational gaming at nine Lincoln Corners in Malaysian public libraries. Host libraries of the Lincoln Corners will be the first Malaysian libraries to offer the *Nintendo Wii* and *Trace Effects* to the public.

An U.S.-based education gaming expert will give a presentation to library representatives on how to best utilize the *Wii* and *Trace Effects* at libraries in a variety of creative ways. Both the *Wii* and *Trace Effects* will be used to help enhance the English levels of library users, and provide an alternative education resource for parents and educators.

What is the *Nintendo Wii*?

The *Nintendo Wii* allows users to experience motion-controlled gaming. It is fun and interactive, and we hope to use it to promote educational gaming at the libraries. Along with the Nintendo Wii, we are donating an assortment of word puzzles, trivia, and other games that encourage learning amongst children and youth.

What is *Trace Effects*?

Trace Effects is a collaborative English language video game experience for children and youth. It allows users to learn English and explore American culture through puzzles, games, and adventures in an interactive world.

For more information on the Lincoln Resource Center, please visit:

<http://malaysia.usembassy.gov/lincoln.html>.

Speech by U.S. Ambassador to Workshop participants:

Ambassador Paul W. Jones

Lincoln Corner Workshop

Melaka; January 13-15, 2013

Selamat pagi dan selamat tahun baru. I was really looking forward to joining you at the Annual Lincoln Corner Workshop, and I am very sorry that responsibilities in Kuala Lumpur prevent me from greeting you personally this year.

Nonetheless, I would like to express my most sincere appreciation to all of you -- library directors and librarians -- for the terrific support and hard work you provide to our Lincoln Corners. I've had the pleasure to meet many of you during visits to our Corners, and I've seen firsthand the results of your dedication and professionalism on our collaborative projects, ranging from the Peace Corps Fiftieth Anniversary Photo Exhibit, to U.S. Speaker programs, to film presentations and other colorful, creative programs.

The U.S. Embassy is proud to augment the impressive services of your libraries with our Lincoln Corners. Our Lincoln Corner partnerships have played a vital role in strengthening U.S.-Malaysia relations over the years. Since the establishment of our first partnership with the inauguration of Lincoln Corner Melaka in 2003, Lincoln Corners have been at the forefront of cross-cultural exchange, building greater mutual understanding and respect between the peoples of our countries.

I particularly want to thank you for being wonderful hosts and partners in our year-long celebration of the Peace Corps in Malaysia with the traveling Peace Corps 50th Anniversary Photo Exhibit. What a great hit it was with Malaysians and Americans across the country! I know that this success was due in large part to the tremendous effort that you and your staffs put into the exhibition. In library after library, with your energy, hundreds of people were inspired to attend an opening of this milestone celebration. Your teams welcomed and hosted huge audiences, orchestrated complicated logistics, and attracted high level officials to commemorate the program that joined our two countries 50 years ago. We heard moving stories of the lifelong impact of the Peace Corps experience from Malaysians and Americans alike. Your support allowed us to rekindle long-standing friendships, forge new connections, and explain the foundations of our ties. Thank you so very much.

In addition to bringing Americans and Malaysians closer together last year, your efforts also engaged a new generation of Lincoln Corner visitors, as together, we introduced iPads and Kindle e-readers in Lincoln Corners. I understand that today we will introduce the Nintendo Wii and the U.S. Government-designed Trace Effects, a three-D English language learning video game, as well as American English, a new English Language education website to further promote education in a fun, interactive way.

All of us at the U.S. Embassy deeply value your role in fostering mutual understanding between Americans and Malaysians. With your vision and creativity, I am confident that 2013 will be yet another dynamic year for our Lincoln Corner partnership. As we say in honor of the Nintendo Wii rollout: Yes, wii can.

Terima Kasih.